Satellite radio is the reason I am able to drive to and from work and keep my sanity. I live outside of Miami, FL and spend between 1.5 and 2 hours each day in my car. My new car came with a Satellite radio (factory equipped). I tried it out and wow the clarity is incredible. The variety unbelivable. My wife and I were planning a trip last month (about 700 miles) in the state of Florida. We agreed that her car would be more comfortable to ride in however, because her car did not have Satellite radio, we took mine! I can't live without it. Local radio does not provide the variety and is filled with commercials over and over again (buy a new car, get your furniture at the rock bottom price this weekend). I gladly pay for my satellite service and feel that its a bargain.